



01/12/08

Dear Yiannis,

I am writing this letter to Ofcom in support of Channel 4's campaign for a new funding settlement.

Littleloud work closely with all the major broadcast networks and we recognise the importance of a publicly owned Channel 4 at the heart of the PSB system.

We believe that a new funding settlement is needed to enable Channel 4 to sustain its PSB role and that that funding settlement is needed quickly to support Channel 4's continued commissioning of high levels of original content, including in those areas where the market will not provide.

We have personally aided Channel 4 in the provision of digital content online within its educational remit, and also acknowledge the importance of their provision for older children and commitment to commissioning from the Nations and regions.

Yours sincerely,

David Jacklin

Director
Littleloud